

Message Text

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: 1976 TRADE CENTER DIRECTORS CONFERENCE

REF: STATE 266604

1. DUE SPECIAL SITUATION SEOUL TRADE PROMOTION FACILITY,
DIRECTOR BEST ABLE ADDRESS TOPICS UNDER THE RUBRIC QUOTE
CONCEPTS FOR NEW TYPES OF HIGH FLEXIBILITY TRADE CENTERS
UNQUOTE. POSSIBLE THEMES WHICH COULD BE DEVELOPED INCLUDE:

A. INTEGRATED TRADE PROMOTION PROGRAM SUPPORTED BY ADDITIONAL
RESOURCES WHICH CAN BE GENERATED BY AN EFFECTIVE TRADE
PROMOTION FACILITY VERSUS COSTS TO EMBASSY OF NON-COMMERCE-
FUNDED OPERATION. CREATIVE USE OF SPECIAL DEPOSIT ACCOUNTS AS
A FUNDING SOURCE. FULL COST RECOVERY IN A SHOESTRING OPERATION.

B. USE OF TRADE PROMOTION FACILITY AS AN EDUCATIONAL TOOL
FOR FOSTERING MORE EFFECTIVE LOCAL REPRESENTATION OF U.S.
EXPORTERS IN A DEVELOPING COUNTRY.

C. REPFIND ACTIVITY IN SEOUL TRADE PROMOTION FACILITY.

D. EXPERIENCE WITH SPIN-OFF FROM MAJOR TRADE CENTER EXHIBIT.

E. USE OF USIS AS NO-CHARGE PUBLIC RELATIONS CONTRACTOR.

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2. ALL OF ABOVE WOULD TEST HYPOTHESIS THAT SMALL FACILITY

CAN DO MORE EFFECTIVE JOB PROMOTING U.S. EXPORTS THAN TRADITIONAL METHODS OF FOLLOWING NECESSARY AND SUFFICIENT CONDITIONS OBTAIN:

A. CONCENTRATE ON MOUNTING BSP'S IN COOPERATION WITH LOCAL AGENTS OR U.S. SALES SUBSIDIARIES BUT PROCURING SEVERAL SIX TO EIGHT EXHIBITOR NTM EVENTS IN THE U.S..

B. COMMERCE PROVIDE MINIMAL SUPPORT IN TERMS OF SLOTS AND CONTRACT FUNDING.

C. AND WITH ESSENTIAL CRITICAL MASS OF EMBASSY SUPPORT; E.G., STRONG COMMERCIAL SECTION, COOPERATIVE GENERAL SERVICES OFFICER, CREATIVE AND FORTHCOMING PUBLIC AFFAIRS OFFICER, AND TOP MANAGEMENT SUPPORT.

3. ADVISE SOONEST WHETHER COMMERCE INTENDS FUND TRAVEL OF SEOUL TPF DIRECTOR.
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